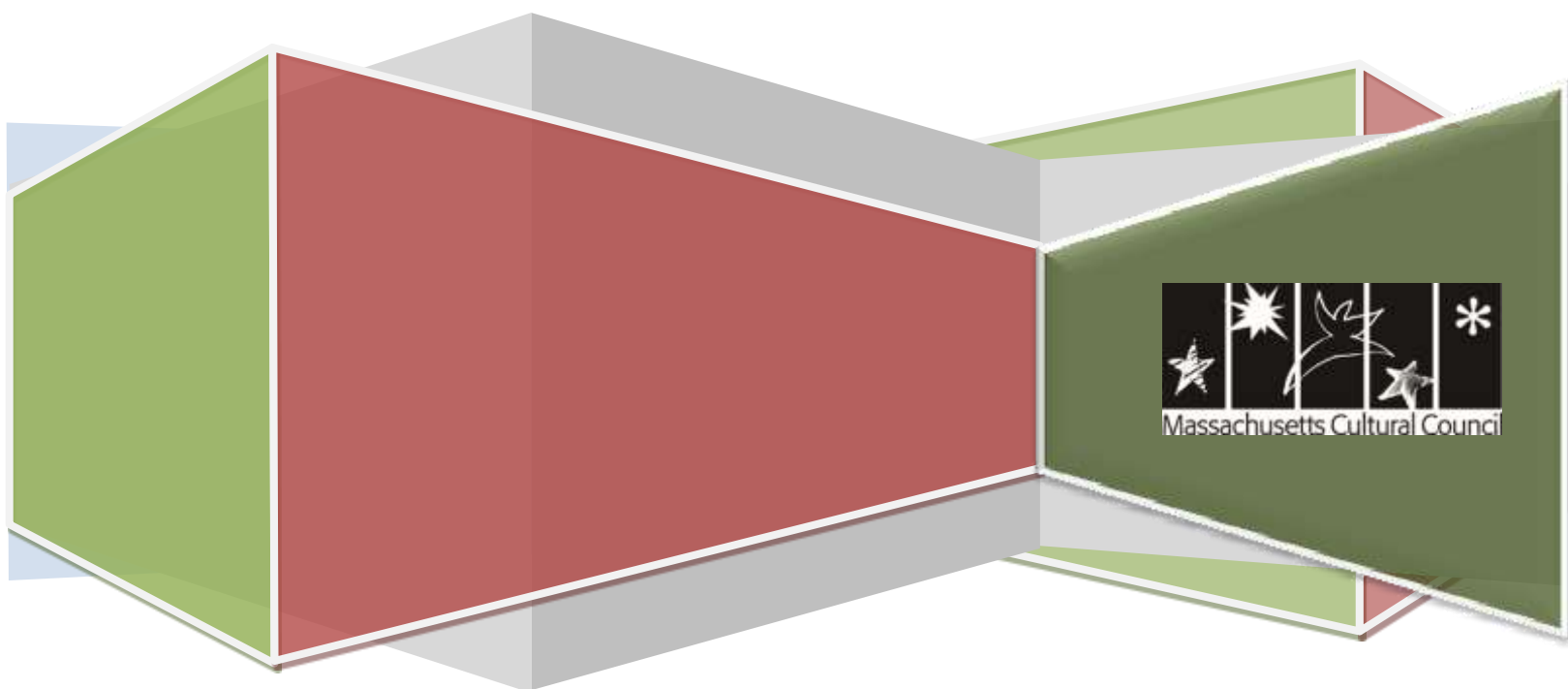


Massachusetts Cultural Council

Fiscal 2014

Business Plan



Massachusetts Cultural Council

Mission Statement The Massachusetts Cultural Council (MCC) is a state agency that promotes excellence, access, education, and diversity in the arts, humanities, and interpretive sciences to improve the quality of life for all Massachusetts residents and contribute to the economic vitality of our communities.

The Council pursues this mission through a combination of grant programs, partnerships, and services for nonprofit cultural organizations, schools, communities, and artists.

Business Plan Summary – The following table summarizes objectives, programs, and initiatives planned for FY14 and performance measurements by which to evaluate progress.

Goals	Strategy	Performance Measurement
Increase public and private resources for arts, sciences and the humanities in the Commonwealth	Providing Grants to Cultural Organizations, Local Cultural Councils, Schools and Individual Artists in Massachusetts.	<ol style="list-style-type: none">1. State budget dollars available for MCC grantmaking.2. # and \$\$ amount of grants provided.3. 100% success on potential grantees meeting matching fund requirements.
Efficiently invest state funds in Commonwealth's cultural sector	Improve the Process and Results of Providing Grants to Cultural Organizations, Local Cultural Councils, Schools and Individual Artists in Massachusetts.	<ol style="list-style-type: none">1. # of Top-to-Bottom Reviews (<i>kaizens</i>) of grant processes and individual grant programs.2. # of applications received from underserved communities.
Preserve and encourage cultural participation in the Commonwealth	Provide Technical Assistance to Cultural Organizations, Local Cultural Councils, Schools and Individual Artists and Help Them to Develop Tools, Skills and Relationships Necessary for Survival in the 21 st Century.	<ol style="list-style-type: none">1. % increase in audience or participation for MCC grantees.2. # youth participant increase in MCC grant-funded youth

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		programs.
Increase awareness as to the power of the arts, sciences and humanities to create healthy livable communities in the Commonwealth	Advocacy efforts on behalf of the arts, sciences and humanities.	<ol style="list-style-type: none">1. Geographic distribution of cultural placemaking initiatives by region, county, senate district.2. % participation by grantees in advocacy communications with public officials.